

**MODEL KOMITMEN NILAI HUBUNGAN *PENTA HELIX*
DALAM MENINGKATKAN
KINERJA PROGRAM *LINK AND MATCH*
(PENDIDIKAN TINGGI VOKASI DI INDONESIA)**

DISERTASI

Diajukan untuk memenuhi sebagian syarat untuk memperoleh
Gelar Doktor pada Program Studi Ilmu Manajemen



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2023**

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Juli 2023

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ABSTRAK

Penelitian ini bertujuan untuk memperoleh temuan tentang pengaruh efektivitas komunikasi dan nilai hubungan bersama terhadap kinerja *link and match* melalui kepercayaan dan komitmen nilai hubungan yang di moderasi oleh reputasi perguruan tinggi, sehingga didapatkan suatu model untuk meningkatkan kinerja *link and match*. Metode penelitian menggunakan pendekatan deskriptif dan *explanatory survey* dengan 360 responden (*stakeholders* Politeknik dan mitra *penta helix*) yang sebagian besar berdomisili di Jawa Barat. Obyek penelitian melibatkan efektivitas komunikasi, nilai hubungan bersama, kepercayaan, komitmen pada nilai hubungan, reputasi perguruan tinggi, dan kinerja *link and match*. Analisis data menggunakan *Structural Equation Modeling* (SEM) dengan metode *Partial Least Square* (PLS). Hasil penelitian menunjukkan bahwa nilai hubungan bersama melalui kepercayaan berpengaruh paling besar terhadap kinerja *link and match* dibandingkan dengan efektivitas komunikasi, dan efektivitas komunikasi melalui komitmen nilai hubungan berpengaruh lebih besar terhadap kinerja *link and match* dibanding nilai hubungan bersama. Dengan demikian, maka untuk meningkatkan kepercayaan para pihak (*penta helix* dan Politeknik), maka nilai hubungan bersama harus diciptakan, disepakati, dan dilaksanakan bersama, sedangkan untuk meningkatkan komitmen nilai hubungan maka efektivitas komunikasi diantara para pihak harus ditingkatkan. Untuk meningkatkan kinerja *link and match* yang harus dibangun dulu sebagai fondasi adalah menciptakan nilai hubungan bersama dan menciptakan komunikasi yang efektif, maka kepercayaan dan komitmen akan terbentuk pada seluruh komponen *penta helix* dan Politeknik untuk terus meningkatkan kinerja *link and match* dalam perspektif *total relationship marketing*.

Keywords: Efektivitas Komunikasi, Nilai Hubungan Bersama, Kepercayaan, Komitmen Nilai Hubungan, Reputasi Perguruan Tinggi, Kinerja *Link and match*, *Penta Helix*, *Total Relationship Marketing*.

ABSTRACT

This study aims to obtain findings about the effect of communication effectiveness and shared relationship values on link and match performance through trust and commitment to relationship values moderated by university reputation, so as to obtain a model to improve link and match performance. The research method uses a descriptive and explanatory survey approach with 360 respondents (Polytechnic stakeholders and penta helix partners), most of whom live in West Java. The research objects involve communication effectiveness, shared relationship values, trust, commitment to relationship values, university reputation, and link and match performance. Data analysis used Structural Equation Modeling (SEM) with the Partial Least Square (PLS) method. The results showed that the value of shared relationships through trust has the greatest effect on link and match performance compared to communication effectiveness, and the effectiveness of communication through commitment relationship values has a greater effect on link and match performance than the value of joint relationships. Thus, to increase the trust of the parties (penta helix and Polytechnic), the value of the joint relationship must be created, agreed upon, and carried out together, while to increase the commitment to the value of the relationship, the effectiveness of communication between the parties must be increased. To improve link and match performance, what must be built first as a foundation is to create shared relationship value and create effective communication, then trust and commitment will be formed in all penta helix and Polytechnic components to continue to improve link and match performance in a total relationship marketing perspective.

Keywords: Communication Effectiveness, Shared Relationship Value, Trust, Relationship Value Commitment, Higher Education Reputation, Link and Match Performance, Penta Helix, Total Relationship Marketing

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